

OMAHA MUNICIPAL LAND BANK

Comprehensive Strategic Plan



Document Overview

This document has four main goals.

- **Inform.** Inform stakeholders and community about the organization in a clear and consistent manner.
- **Align.** Build alignment across stakeholders so that everyone understands what we do and how we do it.
- **Guide.** Create a guide to ensure everyone is focused on achieving the same goals in the same manner.
- **Inspire.** Serve as a source of inspiration and aspiration by proclaiming what we are striving for.

Organization Overview

Our mission, vision, and values guide our work each day.

Mission To serve as a catalyst for transforming distressed properties into community assets.	Vision Make Omaha an even better place to live by perpetually turning problem properties into opportunities.	Transparency
		Community
		Collaboration
		History

Capacities & Resources

We are supported by a board of directors, leadership and staff, and various partners.

- **Board.** Our board of directors help guide and support the organization with their content expertise.
- **Leadership & Staff.** Our team drives ongoing progress towards our mission.
- **Partners.** Partners include local government, housing and community development partners, and neighborhood associations.
- **Resources.** Resources include grants, in-kind support, tax recapture, properties, board, and staff.

Three-Year Plan

We will focus our efforts on six main goals. See next page for more detail.

1. **Financial Sustainability.** Build long-term financial sustainability to support ongoing mission.
2. **Acquire Properties.** Acquire properties to facilitate long-term community development.
3. **Prepare Properties.** Maintain properties and prepare inventory for sale to the community.
4. **Return to Community.** Return properties to the community in alignment with disposition priorities.
5. **Internal Development.** Strengthen internal operations to optimize work and support team engagement.
6. **Diversify Reach.** Build awareness and diversify partner network to strengthen community impact.

Continuous Improvement Plan

We will drive and assess progress using the following process.

- **Share plan** with internal and external stakeholders to facilitate clear communication.
- **Align decisions** to strategic plan throughout everyday work. Use as a foundation and guiderail for all work.
- **Assess progress** towards goals using custom KPI checklist to build alignment and accountability.
- **Update goals** to maintain alignment with current landscape.